



# LETTER WRITING SESSION PACK

dearestscotland.com  
#dearestscotland  
hello@dearestscotland.com

**Hello, this pack is in your hands because you've shared with us your interest in hosting a Dearest Scotland letter writing session. First of all, thank you, as we rely on future thinkers like you to help us spread the Dearest Scotland word into the hands of people across Scotland.**

Here are some basic tips, links to other tools and press packs that you can use to advertise, prepare and run a Dearest Scotland writers' session.

## THE PROCESS

There are some basic steps that ensure your Dearest Scotland session is fun and runs smoothly. We have an open-source list of tools and info on where/how to access these.



### SETUP

Let us know you are a letter ambassador by sending a short bio, location and photo of yourself which we can feature on the [dearestscotland.com](https://www.dearestscotland.com) site with the headline 'letter ambassador' to [hello@dearestscotland.com](mailto:hello@dearestscotland.com)

Access all our tools to support this process in Dropbox on:

<https://www.dropbox.com/sh/sxa604bn131epl/I3kTvthP44>



### ADVERTISE

- Choose a date(s) for your session
- Organise a venue
- Invite your audience
- Let us know the date(s) and event details by emailing us at [hello@dearestscotland.com](mailto:hello@dearestscotland.com) and we'll get it online for you. Include a short bio of the event if it is to be tailored to a specific audience, i.e. students, mum's groups, pensioners.
- Print off our posters, flyers, postcards and put up in and around you venue



### PREPARE

- Print off your letter templates, question flash cards and note taking sheets
- Prepare a short presentation
- Prepare session tools in order of use
- Prepare pens, stationery and some drinks and nibbles



### RUN

- Run your session
- Collect letters if completed
- Gather contacts of participants so we can let them know about publishing their letter online and in future Dearest Scotland book
- Collect the written letters or supply participants with Dearest Scotland's postal address and [letters@dearestscotland.com](mailto:letters@dearestscotland.com) email for submitting their letters
- For letters written on the day, please send them back to Dearest Scotland HQ (address on our letter templates)

## KEEP IN TOUCH DURING YOUR SESSION

There are several ways you can keep us up to date during your workshops and afterwards:

1. Tweet during the session and link in with us on the [#dearestscotland](https://twitter.com/dearestscotland) hashtag
2. Upload photos to Instagram and use the [#dearestscotland](https://www.instagram.com/dearestscotland) hashtag
3. Send us a couple of photos of your session and a short write up to [events@dearestscotland.com](mailto:events@dearestscotland.com)
4. Capture some footage on a camera or your phone and cut us a short edit. Send the link via Twitter to [@dearestscotland](https://twitter.com/dearestscotland) or via email to [events@dearestscotland.com](mailto:events@dearestscotland.com)

# DEAREST SCOTLAND

## TOOLS TO RUN YOUR SESSION

### THERE IS NO PRESCRIBED WAY TO RUN A DEAREST SCOTLAND SESSION

That said, we do have some ideas to help you along the way. After trying and testing the method, we recognise that some people will want to run sessions where people write their letter in the actual time frame, whilst some prefer to seed ideas, introduce the concept and let people go away with letter templates. Both work, the key is to make sure the letters come rolling in to Dearest Scotland HQ.

#### An ideal agenda includes:

Introducing Dearest Scotland and how it works. There is a presentation to support you in the dropbox.

Running a writing activity, examples below.

Allowing time for people to write or discuss their letter content.

Ensuring participants supply contact details to keep them informed of the published of their letter

Reminding participants (if letters are not written within the session) on how to send them back to you or Dearest Scotland HQ.

#### Tools to support your session:

All tools are available to download and print from our dropbox link.

##### Dearest Scotland Letter Templates

We have letter templates you can use in the session or give away for participants to write their letters at home

##### Dearest Scotland Sign up sheet

This is a template for you to capture contact details for session participants

##### Dearest Scotland note paper

This is headed paper for you to give to participants for writing notes during the session

##### Dearest Scotland presentation

This is an optional PDF presentation you can share with participants which has visual prompts as well as sharing Dearest Scotland's story so far.

## FURTHER IDEAS ON HOW TO RUN YOUR SESSION

### 20/40/60+ MINUTE SESSION SUGGESTIONS

Following the welcomes, we recommend starting with a short presentation which provides a snippet of the Dearest Scotland story so far. Sharing the news that written letters will be published in a book format and presented in exhibitions in 2015, we've found, is often a great way to grab your audience's attention.

We have an optional Powerpoint slide deck for your presentation in the toolkit pack which can be used as a visual aid to help you.

Having laid a selection of our 54 Dearest Scotland flash cards on

tables and chairs prior to your session, prompting questions such as 'What makes you proud to be Scottish?' 'What is Scotland's proudest moment?' and 'What is a good Scot?' we suggest asking strangers to sit beside each other to discuss their answers to the cards.

From experience we've found this to be a great ice breaker and encourages awesome chat.

Depending on how much time your session is planned to run for, flash card chats may run from between 15-30 minutes.

Following the chat, there is usually no time like the present to ask attendees

to write their Dearest Scotland letters. We recommend that if space permits, a 'quiet area' can be used for letter writing.

We encourage writers to add their name, age and town in the box forms at the back of the letter templates. An email address is the best way we can keep in touch to thank folks and let them know about the publication. There are simple T&Cs within this section too.

From here simply gather the letters ready to post back to us, and please do let us know about your ambassador experience and any feedback that may help us improve the project.